

ABSTRACT OF THE DISCLOSURE

An apparatus and method for effectuating an affiliated marketing relationship, including a receiver for allowing a user to access the apparatus via a content provider computer, a processor for processing a transaction entered into by the user and a merchant associated with the apparatus, wherein the processor identifies the content provider referring the user to the apparatus, and further wherein the processor calculates at least one of a commission and a referral fee due to the content provider, and further wherein the processor generates a transaction notification report containing information regarding the occurrence of the transaction and the at least one of a commission and a referral fee, and a transmitter for transmitting the transaction notification report to a communication device associated with the content provider.

2010-04-22 14:50